



# SuperLexi, discover the world of languages

Interview with **Sylvie Mejblum**,  
Entrepreneur

**SuperLexi** bring your children to practice talking on a language that they already speak at home or at school: Dutch, Spanish or Polish. An illustrated set of cards is especially designed for each workshop, so the children can enrich and integrate new words to their vocabulary by using them regularly.

## **How did SuperLexi begin? When did you decide to create this ASBL?**

My husband and, we have always thought that a child who speaks several languages is an asset for his future; we consider that is a huge chance. Since our daughter was born, I have begun to talk to her systematically in Spanish. She understands it perfectly, but she usually responds in French for ease.

For me, the practice of this language should be done in a natural way, without pressure or school constraints. It requires method and patience. So, I decided to set up a suitable structure and created Super Lexi, which as its name suggests, refers to the world "lexicon".

So that she and other children dare to speak in this language in all circumstances and to practice it with others: nothing like playing, learning, singing and having fun with children of her age!

The activities were designed so that the children assimilate specific vocabulary to a theme while they have fun. They learn to build grammatically correct sentences and develop language skills.

The didactic and psychopedagogical approach encourages the spirit of discovery and arouses the desire to learn. The children come home, proud to tell everything they have learned!

## **Which are the profiles of SuperLexi customers?**

Like me, many families who want to transmit a foreign language to their children. Other parents wish to immerse their



children in the practice of the language spoken at home.

In addition, it is noted that French is less well mastered than other languages within foreign communities. This is a fact in also francophone schools have encountered who come to SuperLexi to set up activities in French as a foreign language.

Both, providing support to schools and parents who have chosen to educate their children in bilingualism: either by learning a language that they already speak at home or at school, Super Lexi offers a place with activities for children between 3 to 12 years old where they are exposed in a different way to the language they have either at school or at home.



### In which languages do activities take place in SuperLexi?

In addition to Spanish and French, Super Lexi also offers workshops in Dutch, English and Polish taught by native speakers, promoting their identity, cognitive and emotional development. They aim to improve the practice of a language in a fun way through animate activities.

Therefore, your child:

- Develops a second language through educational games, stories and activities in the language of your choice.
- Develops new skills
- Creates links with friends in their second language
- Understands the importance of learning the language and the value of this second language.

It then becomes a Super Lexi hero!

### Together with the language workshops, what other activities does SuperLexi offer?

Super Lexi also offers courses during the school holidays. These courses are in French but can be offered in other languages as well. We have a space of more than 100 m<sup>2</sup> with a garden. If the weather is good, some activities can be organized.



**S**ylvie Mejlum holds a degree in Communication from the European Communication School of Brussels. She later completed his studies with a Master in Marketing and Communication at IN-SEEC Paris

Its ten years' of experience on communication under its belt helped her to have a clear approach about her entrepreneurial adventure. The mission of SuperLexi is to support families who choose to educate their children in bilingualism, promoting learning naturally, without pressure or school restrictions.

**“Being a woman and an entrepreneur is not a problem but being a mother and an entrepreneur is a real challenge”**

Birthdays are also celebrated at Super Lexi. There is the possibility to rent the space during part of the day with the option of a creative animation adapted to the age and preferences of parents and children.

Super Lexi also promotes moments of complicity between parents and children through yoga and Zumba workshops held on Saturday mornings.



**In addition to founding SuperLexi, you work, and you are mother, how do you combine these roles?**

I think above all as a mother and wish to be present, reassuring and available for parents who need support. Super Lexi is more than a job for me. It is an important project for me on which I have been working for 2 years. Thanks to my experience as a mother I could create Super Lexi: my daughter inspires me every day and my husband supports me in this choice of entrepreneur.

**Do you think it is easy to be a woman and entrepreneur at the same time?**

I prefer to put my computer aside when I am with my daughter to give her quality time and to be 100% with her. I enjoy playing with her. We have fun together and she inspires me a lot, but it is true that being a woman and an entrepreneur is not a problem but being a mother and an entrepreneur is a real challenge.

**What are the future challenges of SuperLexi?**

No doubt the main challenge for Super Lexi is to answer the request of many families who ask us, while we are maintaining the quality of the facilities, listening and giving impeccable attention to each child. The main goal of Super Lexi is to become a key player in the practice of languages for children through fun workshops.



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